



berlin
march 12-14, 2024



media kit



media & partnership opportunities



partnership opportunities

There are a number of significant exposure and branding benefits, which we offer our media partners, both at MPE conference and through our own digital marketing initiatives. These include logos, media partner banners, links to your site/publication portal, as well as onsite distribution and seat drops of your literature to our conference attendees.

mpe offers you the following opportunities to promote media/supporting partners:

- your Logo & short profile** in our various communication channels (website, agenda, direct mailing) & Link directly to your company website from MPE website.
- a guest pass/passes for journalists** to attend the conference to prepare the post conference event coverage.
- mention you in our social media channels** (LI, Twittter).
- branded Article:** Opportunity to author a post on the MPE website – section blog and in the MPE’s official monthly magazine - POSitivity news.
- exclusive benefits to your membership/subscribers** who register for the conference - we provide a specific promo code for your members to benefit from a 10% discount, 2 months prior to the event.

The above is just a sample of the opportunities available for a partnership but we also welcome innovative suggestions above and beyond those stated here and it is possible to tailor the campaign element so that both parties are best served.

as a media partner of mpe 2024, we seek your assistance with outreach and PR activities:

- mpe logo, profile on your website, with a link to our website.
- emails/direct mails to your mailing lists, promoting MPE conference.
- stories and details about MPE conference (pre-/post conference event coverage) in your communication channels (website/newsletter/mailings/blog, etc.).
- press releases highlighting our collaboration.
- social media campaign: Spreading the word about MPE through social media.

mpe sends communications materials on a regular basis that Media Partners can use for this purpose.



about mpe

MPE conferences and virtual events (webinars) bring together senior level people from Merchants & Payments companies from Europe and beyond, leaders and innovators in the payments industry.

mpe 2024 (Merchant Payments Ecosystem) conference & exhibition

Date & Venue: March 12-14, 2024, InterContinental Hotel, Berlin, Germany

the European #1 merchant payments event

17th **mpe** puts together 1400+ Global **merchants** & senior level merchant **payment** professionals to explore the latest trends & technologies & get the new business done.

unique focus:

mpe covers all aspects of merchant payments, from acquiring, open banking, instant & cross-border payments, payment orchestration, APM & crypto fraud, tokenization, CBDC, PSD3, softPOS to the world of AI in payments.

one-stop shop:




3 days event, jam-packed with 160+ speakers, is well regarded for its high-quality agenda, learning, and networking with senior-level industry peers, all in the private atmosphere of a 5-star conference hotel.

Join the **senior-level club** of decision makers from FIs, acquirers, PSPs, POS SW & HW vendors, established companies, and start-ups from 40+ countries.

Connect with relevant peers & **personalise your networking experience** in your way: ice-breaker sessions, one-on-one meetings, topical roundtables, workshops, community events, 5K Run, prestigious MPE Awards and evening networking parties.

say YES to quality, reputation & trust/ say YES to mpe 2024!

For more information and to get register, please visit www.merchantpaymentsecosystem.com

-  **mpe logos & banners can be downloaded [here](#)**
-  **watch latest mpe's videos, interviews & round ups @ [mpe tv video channel](#)**
-  **mpe 2023 photo galery is available [here](#)**

social media: Mention us on social media using the hashtags: **#mpecosystem** or **#mpe2024 #ilovempe** is using X, LinkedIn, and YouTube to provide media and attendees with up-to-the minutes updates about the MPE event and happenings year-round.



benefits for media partners

at the conference

Branding and visibility in the conference (print & digital) marketing materials distributed to participants & visibility in the conference APP.



1400+
ATTENDEES



400+
BANKS & PSP's



350+
MERCHANTS



250+
FINTECH PEERS

before and after the conference

Get months of visibility for your logo & profile in:



- MPE Agenda
- Bi-weekly MPE mailing campaigns
- On MPE Website
- POSitivity Magazine
- mpe social media channels (LI, X, YouTube mpe tv)

media reach across platforms



direct mailing
20 000+ subscribers



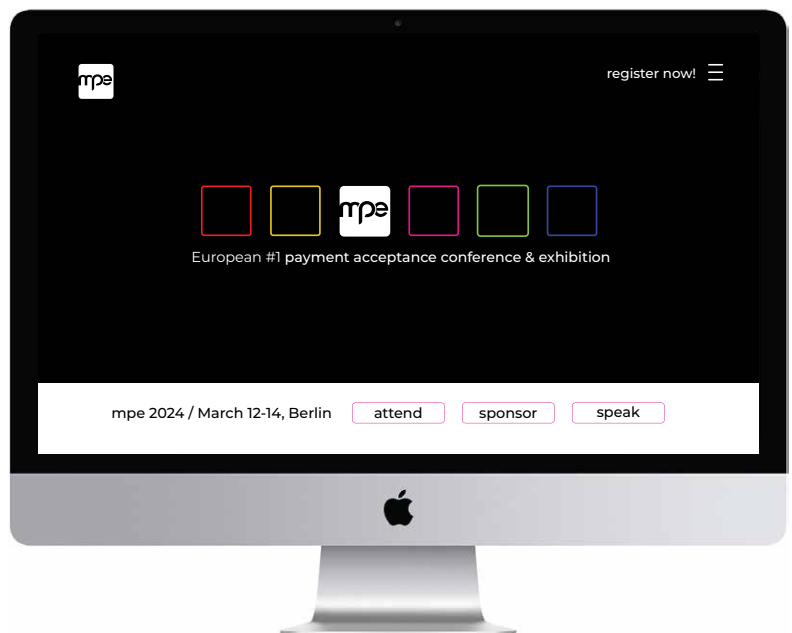
website
60 000+ annual sessions
200 000+ page views



12 000+ followers



2 000+ followers



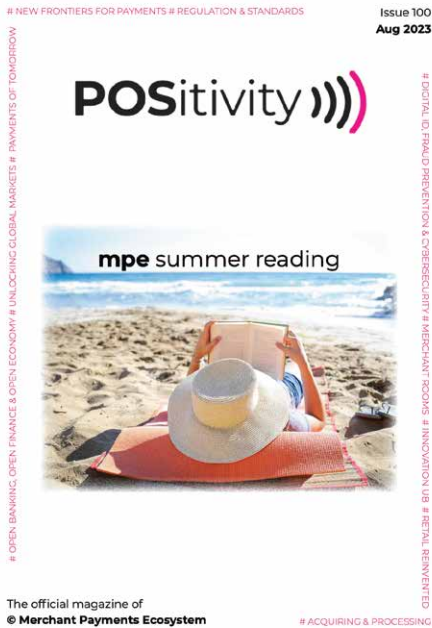
MPE website/business intelligence covers recent conference and industry news, list interviews with Industry personalities, blog posts and white papers.



benefits

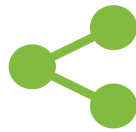
positivity magazine

POSitivity Magazine is the only newsletter dedicated to Merchant Payment Acceptance in Europe. It is a monthly magazine and official publication of MPE, distributed directly to MPE community counting 30.000+ industry professionals. The magazine can be downloaded from MPE website and is directly delivered as a digital copy and MPE community members.



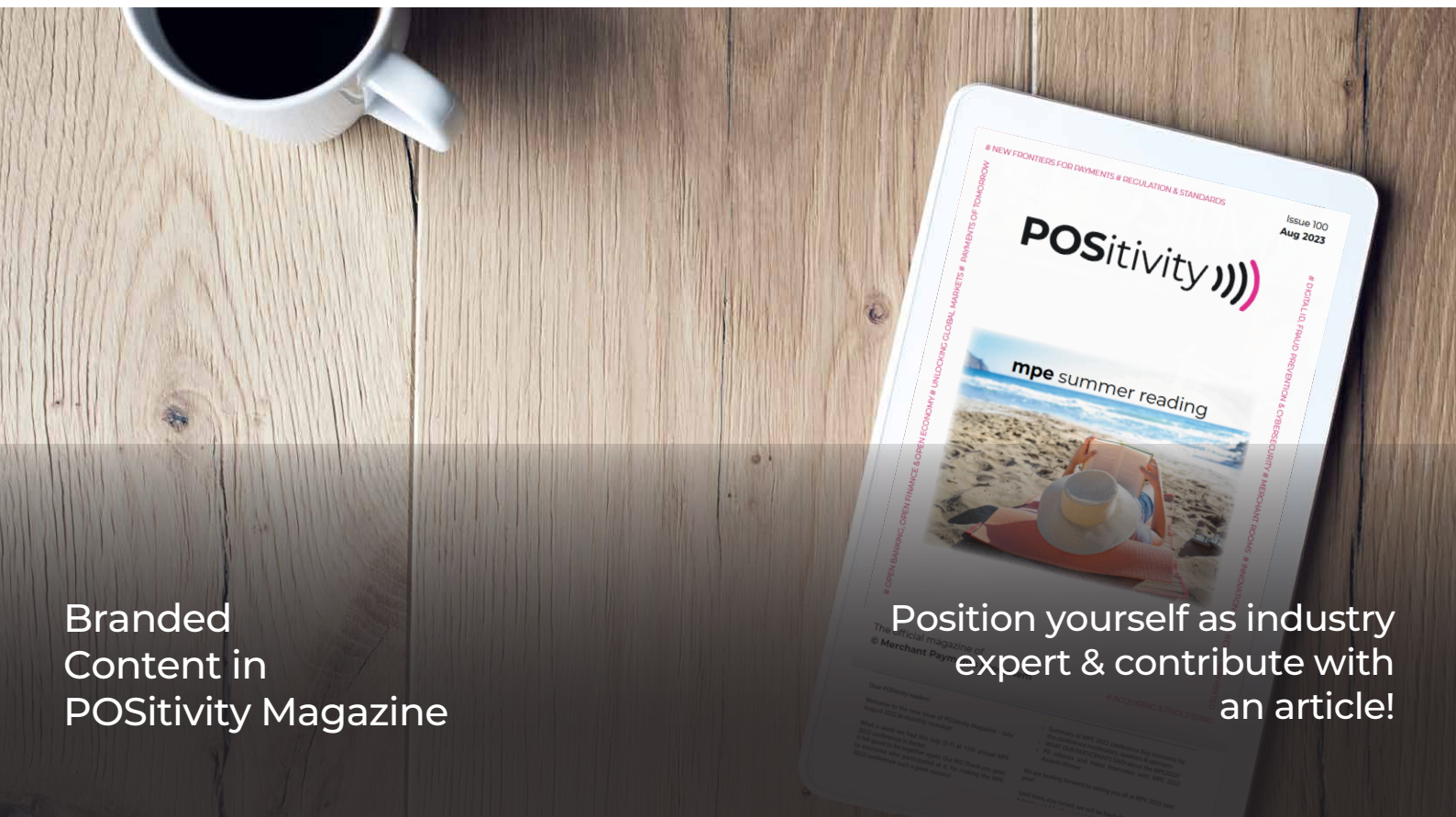
Interested in contribution to POSitivity magazine?
Please contact Ms. Natalia Ivanis:
natalia.ivanis@merchantpaymentsecosystem.com

POSitivity magazine's target audience:



12 000+ LinkedIn group members

20 000+ industry professionals receiving email campaigns



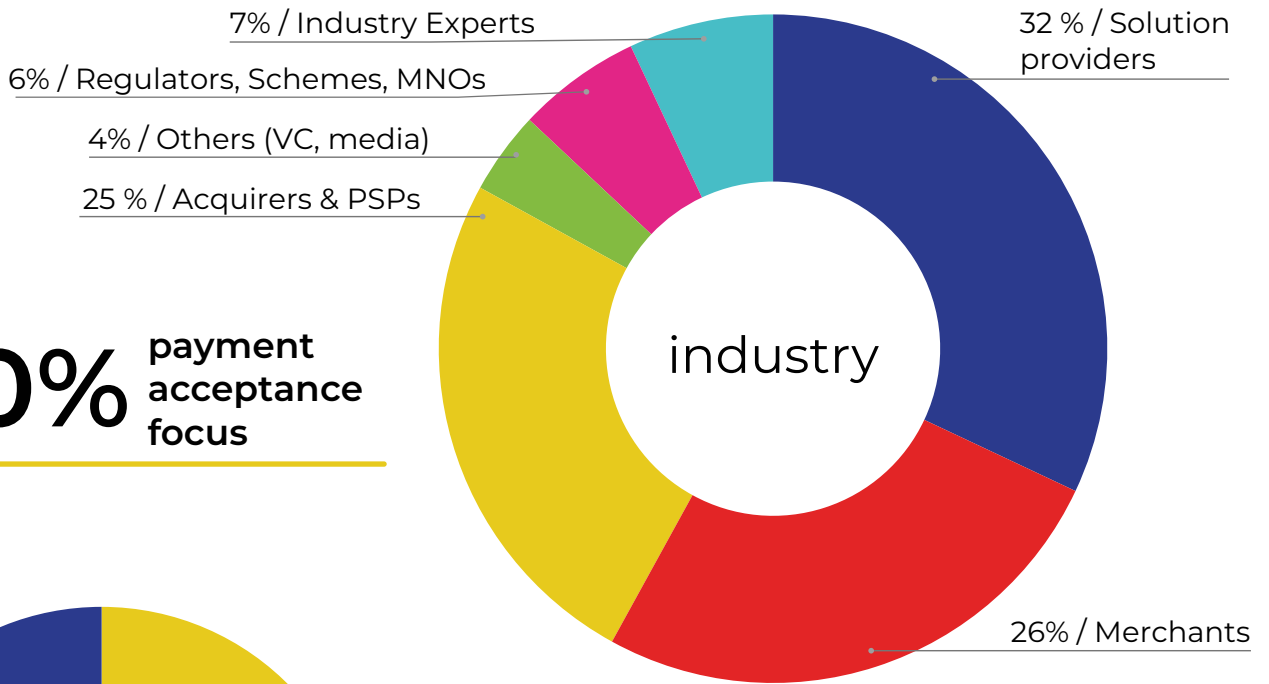
Branded Content in POSitivity Magazine




Position yourself as industry expert & contribute with an article!



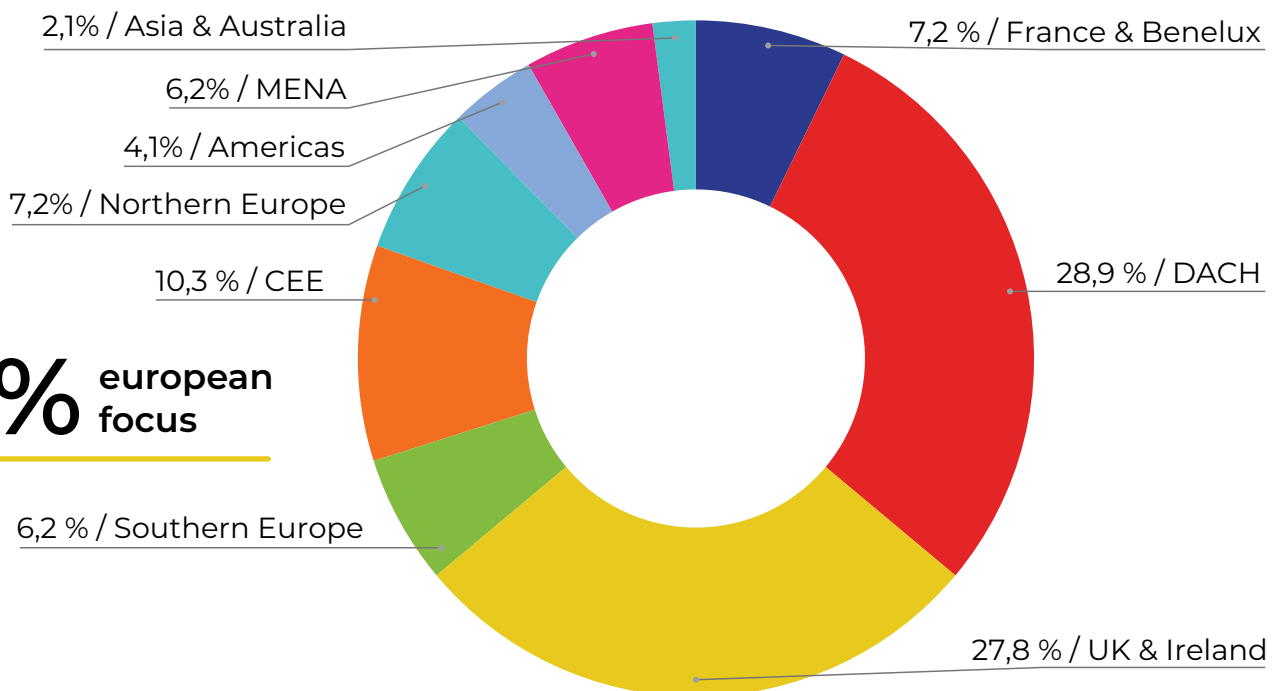
reaching decision makers

100% payment acceptance focus



-  26 % / C-level Execs, EVPs, SVPs, VPs, Presidents
-  26 % / Directors, Board Members, Country Leads
-  48 % / Heads, Managers, Advisors

87% european focus



get in touch with us



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www.merchantpaymentsecosystem.com



12000+ members & followers on LinkedIn



2000+ followers on Twitter/X



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